

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 101 Issue 1



WYCW-TV
250 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 595-4615

Original

Client: Barack Obama/ D/ President	Submission Cost: 1685	Campaign Ref: E:120802009
Buyer: "	Client/Product/Estimate: 95/101/1536	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 10/07/12	Weeks: 5	Order Ref: 06260793
Est./PO Number: 06260793	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Product: Obama For America	Booking Group: WYCW	Key Market: Greenville Spartanburg	1685
Demographic: (L) Household	Order:	Ashevil	

Ref	Sales Product Details	Rate	Spot Type		09/03	09/10	09/17	09/24	10/01	Total	Cost
1	M-F 1035p Seinfeld TWTF..	50	30 Comme	Nbr of Spots	2	2	2	2		8	400
2	M-F 4p Dr Phil TWTF..	50	30 Comme	Nbr of Spots	2	2	2	2		8	400
3	Fri 8p ET / 7p CT Americas Next Top ModelF..	225	30 Comme	Nbr of Spots				1		1	225
4	Sun 7p Law & OrderS	40	30 Comme	Nbr of Spots	1	1	1	1		4	160
5	Wed 9p ET / 8p CT Supernatural ..W....	300	30 Comme	Nbr of Spots			1			1	300
6	M-F 4p Dr Phil M.....	50	30 Comme	Nbr of Spots		1	1	1	1	4	200
Weekly Totals: Total Spots(Ord Spots)					5	6	7	7	1	26	

Grand Totals

		Month 9 Weeks: 5				Month 10 Weeks: 4	
Totals		09/03	09/10	09/17	09/24	10/01	
Spots	26	5	6	7	7	1	
Cost	1685	240	290	590	515	50	

Grand Totals:

Spots:	26
Gross Total:	1,685.00
Commission:	252.75
Net Total:	1,432.25

FAX# 703-516-9680
HARRIS REPORT FROM REP AUG2/12 16.24
CHANGES *** WYCW-TV ***

REP. #	OFF. #	SALESMAN #
BUYER NAME	LAURA BASSETT	
SALES PRSN	WA- MICA HANSEN	(H)

SEN (H)

	CLASS: NATL.	LOCAL	REGIONAL
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$\mathcal{H}^1(\mathbb{R}^n) \cap \mathcal{H}^1(\mathbb{R}^n) = \mathcal{H}^1(\mathbb{R}^n)$

$\mathbf{g} = \mathbf{g}^0 + \mathbf{g}^1 + \mathbf{g}^2 + \mathbf{g}^3 + \mathbf{g}^4 + \mathbf{g}^5 + \mathbf{g}^6 + \mathbf{g}^7 + \mathbf{g}^8 + \mathbf{g}^9 + \mathbf{g}^{10} + \mathbf{g}^{11} + \mathbf{g}^{12} + \mathbf{g}^{13} + \mathbf{g}^{14} + \mathbf{g}^{15} + \mathbf{g}^{16} + \mathbf{g}^{17} + \mathbf{g}^{18} + \mathbf{g}^{19} + \mathbf{g}^{20} + \mathbf{g}^{21} + \mathbf{g}^{22} + \mathbf{g}^{23} + \mathbf{g}^{24} + \mathbf{g}^{25} + \mathbf{g}^{26} + \mathbf{g}^{27} + \mathbf{g}^{28} + \mathbf{g}^{29} + \mathbf{g}^{30} + \mathbf{g}^{31} + \mathbf{g}^{32} + \mathbf{g}^{33} + \mathbf{g}^{34} + \mathbf{g}^{35} + \mathbf{g}^{36} + \mathbf{g}^{37} + \mathbf{g}^{38} + \mathbf{g}^{39} + \mathbf{g}^{40} + \mathbf{g}^{41} + \mathbf{g}^{42} + \mathbf{g}^{43} + \mathbf{g}^{44} + \mathbf{g}^{45} + \mathbf{g}^{46} + \mathbf{g}^{47} + \mathbf{g}^{48} + \mathbf{g}^{49} + \mathbf{g}^{50} + \mathbf{g}^{51} + \mathbf{g}^{52} + \mathbf{g}^{53} + \mathbf{g}^{54} + \mathbf{g}^{55} + \mathbf{g}^{56} + \mathbf{g}^{57} + \mathbf{g}^{58} + \mathbf{g}^{59} + \mathbf{g}^{60} + \mathbf{g}^{61} + \mathbf{g}^{62} + \mathbf{g}^{63} + \mathbf{g}^{64} + \mathbf{g}^{65} + \mathbf{g}^{66} + \mathbf{g}^{67} + \mathbf{g}^{68} + \mathbf{g}^{69} + \mathbf{g}^{70} + \mathbf{g}^{71} + \mathbf{g}^{72} + \mathbf{g}^{73} + \mathbf{g}^{74} + \mathbf{g}^{75} + \mathbf{g}^{76} + \mathbf{g}^{77} + \mathbf{g}^{78} + \mathbf{g}^{79} + \mathbf{g}^{80} + \mathbf{g}^{81} + \mathbf{g}^{82} + \mathbf{g}^{83} + \mathbf{g}^{84} + \mathbf{g}^{85} + \mathbf{g}^{86} + \mathbf{g}^{87} + \mathbf{g}^{88} + \mathbf{g}^{89} + \mathbf{g}^{90} + \mathbf{g}^{91} + \mathbf{g}^{92} + \mathbf{g}^{93} + \mathbf{g}^{94} + \mathbf{g}^{95} + \mathbf{g}^{96} + \mathbf{g}^{97} + \mathbf{g}^{98} + \mathbf{g}^{99}$

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE AUG2/12 16.24

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL INVOICES ARE TO BE SENT TO:
GREER MARGOLIS
ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007

OBAMA FOR AMERICA

[illegible]

AGENCY ADVERTISER CODE = 95 AGENCY EST# = 1536
AGENCY PRODUCT CODE = 101

3	S	800P-900P	30	\$225.00	9/28	9/28	0	FRI	0
PROGRAM : NIKITA									
CON COM1: NIKITA									

REP HEADLINE# 6260793
\$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP
CHANGES
AUG2/12 16.24
*** WYCW-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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7	A		800P-900P	30		\$225.00	9/28	9/28	1		FRI	1
PROGRAM : MODEL												
ORD COM1: PROGRAM CHANGE SPOT IS BOOKED PLS ADV												
THIS IS A MAKE-GOOD FOR SEP28 ON LINE-3 FOR 1 SPOT/WK												
STATION MAKEGOOD OFFERS:												
M1	OK'D	BUY#3	MISSED: FRI/800P-900P				SEP28		30S	\$225.00	(AUG2/12)	
			OFFER: FRI/800P-900P				SEP28		30S	\$225.00	PLS ADVISE.	
CMT: PROGRAM CHANGE SPOT IS BOOKED PLS ADV												

SEP/12	\$1,635.00	OCT/12	\$50.00									
CONTRACT TOTAL				\$1,685.00								
TOTAL SPOTS				26								

MARKET TOTALS \$228,200 WYCW 1% WLOS 54% WYFF 18% WHNS 12% WSPA 13% WMYA 2% CABL 0%
WNEG 0%

ACCURATE SHARES
SVC- NSI BOOKS- EST/ES
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

AGENCY: GREER, MARGOLIS, MIT BUYER: LAURA BASSETT CONTRACT TOTAL \$1,685.00
ADVERTISER: POLI/B OBAMA/D/PRE/U ESTIMATE#: 1536 TOTAL SPOTS
PRODUCT: OBAMA FOR AMERICA SEP4/12 - OCT1/12 (WKS-4)

PREVIOUS
REP COMMENT: NEW ORDER
TTL 1685 @ 26X
PLS CFM
THANKS, MIKE FOR MICA

STATION MAKEGOOD OFFERS:
M1 UNRESL BUY#3 MISSED:FRI/800P-900P SEP28 30S \$225.00 (AUG2/12)
OFFER:FRI/800P-900P SEP28 30S \$225.00 PLS ADVISE.
CMT:PROGRAM CHANGE SPOT IS BOOKED PLS ADV

AUG1/12 19.48
*** MYC-W-TY ***

OBAMA FOR AMERICA

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			1035P-1105P	30		\$50.00	9/4	9/28	2		TU-F	8
AGENCY ADVERTISER CODE = 95 AGENCY PRODUCT CODE = 101 AGENCY EST# = 1536												
PROGRAM : SEINFELD CON COM1 : SEINFELD												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			400P-500P PROGRAM : DR. PHIL CON COM1: DR. PHIL	30		\$50.00	9/4	9/28	2		TU-F	8
3			800P-900P PROGRAM : NIKITA <i>Model</i> CON COM1: NIKITA	30		\$225.00	9/28	9/28	1		FRI	1
4			600P-800P PROGRAM : LAW & ORDER* CON COM1: LAW & ORDER*	30		\$40.00	9/9	9/30	1		SUN	4
5			900P-1000P PROGRAM : SUPERNATURAL <i>DR. PHIL</i> CON COM1: SUPERNATURAL	30		\$300.00	9/19	9/19	1		WED	1
6			400P-500P PROGRAM : DR. PHIL CON COM1: DR. PHIL	30		\$50.00	9/10	10/1	1		MON	4
SEP/12 \$1,635.00 OCT/12 \$50.00												
CONTRACT TOTAL \$1,685.00 TOTAL SPOTS 26												

MARKET TOTALS \$228,200
 WYCW 1%
 WLOS 54%
 WNEG 0%
 WYFF 18%
 WHNS 12%
 WSPA 13%
 WMYA 2%
 CABL 0%

ACCURATE SHARES
 SVC- NSI BOOKS- EST/ES
 DEMOS- RA35+*